

Tab 1

Cerah Boyer

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PROFESSIONAL SUMMARY

Strategic Business Development Manager with 15+ years of experience combining B2B Client Strategy with High-Volume Operations Leadership. A unique "hybrid" professional who has been both the software consultant (Evosus) and the operational decision-maker (Partner/Owner). Uniquely qualified to sell to restaurant owners because I understand their P&L pressures and speak their language. A "Conscious Leader" who utilizes Tactical Empathy and high EQ to turn transactional interactions into long-term, profitable partnerships.

CORE COMPETENCIES

- **Business Development:** Strategic prospecting, pipeline management, and trade show presentation.
- **Financial Acumen:** P&L analysis, labor cost reduction, and profit margin optimization.
- **High-EQ Leadership:** Relationship recovery, active listening, and strategic de-escalation.
- **Technical Proficiency:** Generative AI, Google Workspace, Evosus (ERP), QuickBooks, CRM Management (Salesforce), Toast POS, Heartland.

PROFESSIONAL EXPERIENCE

VITO'S PIZZA & ITALIAN RISTORANTE | Mesa, AZ **Sep 2024 – Dec 2025**
Manager (Operations & Vendor Relations)

Summary: *Managed high-volume operations while acting as the primary liaison for vendors, staff, and guests.*

- **Vendor & Distributor Relations:** Maintained key relationships with food distributors, negotiating pricing and analyzing product mix to optimize margins
- **Strategic Service Recovery:** Converted critical operational errors into recurring revenue by validating guest perception through radical candor and "Don't Be Upsetti" recovery campaigns.
- **Market Intelligence:** Spearheaded a data initiative analyzing 2,000+ guest comment cards to identify consumption trends and service gaps as well as utilizing specific data points to create an employee recognition program and a "numbers-don't-lie" employee-level view of invaluable improvement opportunities fostering a positive "coach for growth" culture
- **Workflow Automation:** Engineered custom process automations to bridge operational gaps, utilizing Google Workspace and AI tools to eliminate manual redundancies and improve data accuracy.

A&M CORSON'S AQUA VALUE | Scottsdale, AZ **Mar 2018 – Present**
Partner & Shareholder (Active Service Manager: 2018–2021; Strategic Advisory: 2021–Present)

- **Strategic Ownership:** Maintain an active ownership stake, contributing to high-level strategic planning and financial review ("working on the business").

- **Profit Maximization:** Implemented new mobile software in the Service Department, cutting overhead costs by 57%—proven ability to identify and execute profitable business solutions.
- **Operational Efficiency:** Overhauled billing and reconciliation processes, resulting in a 50% decrease in labor costs.
- **Business Operations:** Managed full inventory control, profit margins, and P&L analysis, identifying and correcting vulnerabilities in cash handling.

TACO BELL | Vancouver, WA **Sep 2017 – Mar 2018**
General Manager

- **Unit Accountability:** Held full P&L responsibility, labor management, and inventory control for a high-volume, 24-hour QSR unit. Gained deep insight into fast-paced environments in the food & hospitality industries.

EVOSUS SOFTWARE | Vancouver, WA **Jan 2013 – Jun 2017**
Support Manager & Account Manager

Summary: Combined *technical leadership* with *strategic account development* to drive client growth

- **Pipeline Development & CRM:** Proactively identified sales pipeline opportunities for potential and existing clients, maintaining detailed records in CRM to forecast growth & aid in close percentages
- **Strategic Consulting:** Provided clients with business consulting to build better practices, from inventory management to accounting to marketing. Helped business owners see the "why" behind software adoption and implementation strategies
- **Trade Shows & Education:** Created and presented webinars and in-person classes for clients at conferences and trade shows internationally as well as personal on-site training at client requests
- **Technical Leadership:** Provided high-level support within the Evosus ecosystem, building close professional relationships to better understand client needs

EDUCATION & CERTIFICATIONS

- **Certificate Program in Technical Leadership** | Clark College | Vancouver, WA | 2017
- **Vocational Training in Emergency Medical Services** | Phoenix Community College | Phoenix, AZ
- **High School Diploma** | Highland High School | Gilbert, AZ